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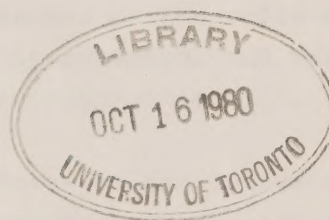
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THE STATUS OF WOMEN AND THE CBC

A Brief by the
Canadian Advisory Council on the Status of Women
to the
Canadian Radio-Television and Telecommunications Commission



November 7, 1978



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Introduction

Throughout the past decade, the mass media have repeatedly been cited by women and women's organizations as playing a major role in the perpetuation of sexism in society. Women recognize that their portrayal in limited roles and distorted, outdated stereotypes have direct negative influences on female self-concept, on sex-role relationships, and on the role models presented to children. As "a major vehicle for conveying norms and behavioural expectations",¹ the media are thus understood as contributing to the maintenance of women in a secondary position within a social system characterized by inequality.

In 1970, the Royal Commission on the Status of Women in Canada identified the media's depiction of women as a barrier to the integration and the realization of full citizenship for women. During the 1970s, this assessment of the media has been strongly and consistently supported by research, and further critical analysis by women and their organizations.

In the same vein, the Task Force on the Status of Women in the CBC made three specific recommendations on sexism in advertising and programming:

50. Determine the extent of sexism in C.B.C. programs and work with program personnel to develop a policy statement on program standards.
51. Establish more clear-cut commercial acceptance guidelines.
52. Alert outside sources of broadcast material to C.B.C. policies with regard to the portrayal of women.²

The management response to these recommendations was to refer them to its existing Programme Policy group for study. To our knowledge, a special examination of this subject remains to be done.

The Canadian Advisory Council on the Status of Women, in its presentation to the CRTC, will make recommendations on ways in which Canada's public broadcasting system can better contribute to improving the status of women in Canada. In doing so, it should be noted that the CACSW draws on and supports many of the existing studies and recommendations developed on this subject by both individuals and women's organizations.

The objectives of this brief are threefold:

1. To discuss the present status of women in the CBC, their portrayal in advertising and programming, and their situation in employment, and to consider the implications for the 98% of the Canadian population reached by the network and its affiliates;
2. To examine the mandate and policies of the CBC, and existing public access, as they influence the status of women;
3. To make recommendations for corrective action concerning the portrayal and employment of women by the CBC.

The Portrayal of Women by the CBC

Extensive research has been conducted on the subject of sexual stereotyping in media advertising. Public criticism of stereotyping in both broadcast programming and advertising has been registered through documentation, complaints and public opinion polls.

It is not the intent of the CACSW to present, in this brief, detailed data from these many sources. In June 1978 the Council published a position paper by Alice E. Courtney and Thomas W. Whipple, entitled Canadian Perspectives on Sex Stereotyping in Advertising,³ which presents a comprehensive review of the history and present state of Canadian advertising with respect to the portrayal of men and women. We have relied on this document, and on the corroborating data supplied by the two recent major studies conducted within the advertising industry itself, by the Canadian Advertising Advisory Board⁴ and its American counterpart, the National Advisory Review Board,⁵ to provide a summary portrait of women as presented in advertising. Corresponding information on the images of women in CBC programming is provided through documented public criticism. Since the CRTC is familiar with much of this criticism, as expressed in the 1974 brief by the Ontario Committee on the Status of Women and Women for Political Action,⁶ and in the 1978 briefs by the National Action Committee on the Status of Women⁷ and Fédération des femmes du Québec,⁸ it should be necessary to provide no more than a summary of it in this brief.

Advertising: In their examination of existing research, Courtney and Whipple concluded that "a large body of research shows that women are portrayed in extremely limited roles in advertising and that this portrayal has not changed significantly

during the 1970s."⁹ Principal findings can be summarized as follows:

- Women are predominantly shown as housewives and mothers, while men are shown in a wide variety of occupational roles. Women are not depicted in the range of occupations held by them in reality today, nor are they presented as working for pay in the same proportion as they are actually represented in the labour force. Women are largely seen inside the home, performing domestic tasks.
- By depicting women as serving men, boys and families, but rarely the reverse, the suggestion is made that women play a primarily subservient role of support and service to others.
- Women are portrayed as rarely making independent decisions, but relying on male authority figures to tell them what household products to buy and how to use them.
- Girls are most often shown in passive, "beauty" or housewife apprentice roles, while boys are shown in a wide variety of active roles.
- Women are more likely than men to be portrayed through exaggerated actions, stereotyped voice tones and body language. Story board scripts which are in themselves acceptable may have their effect nullified by sexist execution and style of presentation when the commercial is made.
- Typically, women shown in advertising are younger than men, and female members of minority groups are even less likely to be depicted than are their male counterparts.
- Women are more likely than men to be used in decorative or non-functional roles, but are much less likely than men to be shown engaged in sports or similar physical activity.
- Advertising for "big ticket" items is not directed at women, thereby implying that women have neither the money, need, interest, nor decision-making ability to buy such items.

- Men strongly predominate as announcers, voice-overs, and other authority figures. Women are predominant as product representatives only in women's cosmetic and personal product advertisements. The usual image is that of a male product representative demonstrating a product, while women are shown as housewives using the product.
- The women's movement and efforts to improve the status of women are often belittled and ridiculed, for example by showing role reversals such as "dominant" women, or by using "liberation" as a trendy vehicle for selling beauty products.

Courtney and Whipple found that documented public criticism of advertising included the following further areas of complaint:

- Female viewers strongly resent the exploitation of women's bodies and sexuality as implied "prizes" for the purposes of selling products.
- Women are portrayed largely in terms of negative psychological traits and motivations, for example, obsession with cleanliness, exaggerated attachment to and need for the advertised product, feelings of guilt and/or inadequacy because of their implied "failure" to perform household tasks "perfectly," jealousy, fear of and condescension towards other women, insecurity and fear of being unattractive to men.

We would like to note here our recognition and appreciation of the fact that the CBC does not carry advertising for "feminine hygiene products", which we find commendable as a demonstration of sensitivity and responsiveness to the strongly expressed criticisms of many viewers and listeners concerning advertising in this area, as expressed by the numerous complaints registered with the Advertising Standards Council.¹⁰

Programming: At this time, the CACSW has not conducted an investigation on broadcast programming to match the document produced on advertising. However, we do have an accumulation of public criticism from women and women's organizations which we believe is legitimate evidence of the dissatisfaction which a significant and socially conscious segment of the public feels regarding this issue.

Major public statements have been made concerning the CBC portrayal of women in programming. Among them: the 1974 brief to the CRTC by Women for Political Action and the Ontario Committee on the Status of Women, the 1975 national Women and the Media seminar sponsored by the Women's Programme of the Secretary of State,¹¹ and the 1978 briefs to the CRTC by the National Action Committee on the Status of Women and the Fédération des femmes du Québec.

These groups contend that the images of women portrayed in programming are comparable to those in advertising, in that women are depicted in a narrowly limited range of roles which is completely unrepresentative of the wide spectrum of interests, concerns and behaviours of women in Canadian society today. In dramatic programming, women are duplicates of their counterparts in advertising - subordinate, passive, supportive and decorative. An additional role delegated to women in dramatic programming is that of victim - psychological and physical - casting which women, concerned with violence towards women, find particularly offensive.

Coverage of women's achievements and concerns is negligible in news and public affairs programming, in documentaries and sports. Although there has been some increase in the number of women as hosts, moderators, newscasters, reporters and narrators, women are still underrepresented in these visible positions.

Afternoon programming, which has women as its primary audience, is criticized as especially lacking in creativity, interest and information. Children's programming too often presents boys and girls with negative female role models.

While some Canadian programs can be singled out as praiseworthy in their use and portrayal of women, our assessment is based on the overall impression given by the current mix of programs presented.

Implications of Imagery Used in Portrayal of Women

The overall impression conveyed by the portrayal of women in advertising and programming is that women, their activities and concerns, are peripheral to the cultural expression of and issues of importance to the society. In essence, not only are women depicted inaccurately, but there is failure to give recognition to the present realities of women's lives, their historical contribution, or their potential to participate more fully in the development of our society.

Courtney and Whipple make the observation that:

There is agreement among psychiatrists that changes in behaviour can be brought about as a result of exposure to the symbolic models portrayed in books, films, television and advertising. The fact that children learn much about the world through such observational learning is well established. Observational learning can have direct effects and may encompass a broad spectrum of indirect effects. In the case of sex stereotyping, one direct effect may cause the female to limit her own actions to conform to the stereotypic model. In addition, indirect effects may extend to increased willingness by observers of both sexes to approve role limitation for others, to lowered sensitivity to the problem and to expectations of sex discrimination.¹²

Specifically, the stereotyped images presented influence adult perceptions of male and female occupational roles, consequently limit women's perception of their own job options, and contribute to actual denial of access to a wide range of occupations, with equal pay and benefits.

Adults are influenced to believe that housewives are unintelligent, dependent on men, subservient, and suffer from personality problems. These influences can affect individual self esteem and others' perceptions of housewives as competent and worthy of respect, with further consequences for the structure and role relationships of the family.

Like adults, children are similarly influenced in their perception of sex roles, capabilities and personalities, which can limit the aspirations and levels of achievement of girls, and can profoundly influence both sexes in lifestyle, education, occupation and other choices.

Present portrayals encourage women to measure their personal worth in terms of their ability to attract and arouse men sexually, and influence men to view women as depersonalized sexual objects. In particular, the acceptable image of women as victims can have grave consequences in terms of legitimizing violence directed towards women. Women's powerlessness in this area is reinforced by the lack of women depicted in authoritative, active and powerful positions, demonstrating decision-making capacities, and the ability to control their social environment.

The absence of coverage for women as newsmakers implies that they, their activities, achievements and concerns are unimportant, and in fact renders women as "invisible" members

of the society. This is especially obvious in the case of older and minority group women, who are almost completely missing from advertising and programming, and who, when they do appear, are probably the most severely stereotyped groups of all.

Finally, to the extent that present portrayals may influence audiences to believe that the movement for women's liberation is a joke and/or unimportant, they can in fact act to slow the progress of change for women in society.

In sum, the language and imagery used to portray women do not reflect social reality. To the extent that depictions of women do not keep pace with the changes which have occurred and are occurring in the conditions of women's lives, their cumulative impact contributes to the maintenance of a status quo which inhibits women from participating fully in the life of Canadian society.

The Employment of Women in the CBC

The image of women as presented by the CBC is directly related to the employment situation of women in the corporation, a situation characterized by occupational segregation, with severe underrepresentation of women in management and production roles having decision-making functions regarding programming and policy.¹³

The Task Force on the Status of Women in the CBC concluded in 1974 that a serious problem existed for women of "limited

access to the majority of jobs."14 Occupational segregation stemmed from:

...the disproportionate power of the male majority over women's careers and working environment. Men in the CBC hold almost all the decision-making power...Thus, crucial decisions on employment, advancement and the assignment of duties for women are made by a majority of men, whose attitudes about women's careers are very different from their own.15

Comparative employment statistics from 1974 and 1977 are available from the September 1977 report of the CBC Office of Equal Opportunity:

<u>Women Employed</u>	<u>1974</u>	<u>1977</u>
CBC Staff	26.0	28.1
- Managers	7.5	10.7
- Producers	16.0	16.3
- Announcers	7.9	13.0
- Technicians	1.0(1975)	2.0

In 1977, women producers were represented in a larger proportion (18.0%) in radio than in television (14.3%). However, these percentages refer only to permanent corporate employees, and do not reflect the reality of the large number of women working as freelance producers, nor the number of women new reporters and other announcers hired on contract by the CBC. We have no statistics available on these categories of workers. In other occupational categories, of the 12 foreign news correspondents, and the 70 cameramen, none were women. Three of the 360 stagehands were women, and of 76 propsmen, 2 were women.

Although complete 1978 statistics are as yet unavailable on all job categories in the CBC, preliminary statistics indicate that 12% of managerial positions are filled by women, 19% of producers, and 13% of announcers are women at this time. Thus, despite the 1975 establishment of the CBC Office of Equal Opportunity in response to the Task Force Report, there has been only limited change in deployment.

In order to represent with accuracy and interpret with sensitivity the realities of women's present experience, their past and potential, the female image must be formed by making full use of the insights and understanding of women themselves. There appears to be a direct relationship between the under-representation of women in management, in production and on the air and the unrealistic, stereotyped portrayals of women in advertising and programming.

Women must become completely integrated into all levels of the corporation, and especially into the decision-making and creative areas of management and production.

The CBC: Mandate, Policies and Public Access

The mandate and policies of the CBC reflect the assumptions of the Corporation regarding its responsibilities to the Canadian public as broadcast audience. We suggest that the application of the mandate and the limitations of current policy result in failure to meet the requirements of Canadian women for accurate information and representation in broadcasting. This portion of the brief presents some sections of the CBC mandate and policies which illustrate our concerns in this regard.

Mandate

The CBC operates under the Broadcasting Act, which calls for a broadcasting system which will "enrich and strengthen the cultural, political, social and economic fabric of Canada", and for programming which is "varied and comprehensive and should provide reasonable and balanced opportunity for the expression of differing view on matters of public concern".

The Act further specifies that the national broadcasting service should:

- i) be a balanced service of information, enlightenment and entertainment for people of different ages, interests and tastes covering the whole range of programming in fair proportion;
- ii) be extended to all parts of Canada, as public funds become available;
- iii) be in English and French, serving the special needs of geographic regions, and actively contributing to the flow and exchange of cultural and regional information and entertainment; and
- iv) contribute to the development of national unity and provide for a continuing expression of Canadian identity.

Policies

a) Advertising: Although public money in the form of grants provides 80% of operating costs for the CBC, the remaining 20% is derived from advertising revenue. There are no standards regarding the portrayal of individuals and/or groups set out in the Commercial Acceptance Policy of the Corporation, beyond the clause concerning good taste in advertising, in support of the Policy's objective "...to ensure that advertising scheduled on CBC

facilities is presented with integrity and good taste."

Specifically, the clause states:

All commercial material intended for use on CBC stations is subject to the CBC's interpretation of good taste in word, tone and scene. The Commercial Acceptance Department reviews advertising on the basis of its suitability for introduction in the intimacy of the home in mixed, family or social groups of varying ages.

The various characteristics of racial or ethnic background or religious convictions must be treated with dignity and decency, as must such things as physical mental or speech imperfections. Individuals or groups may not be disparaged or unfairly represented regardless of age, sex, occupation, creed, etc.

Commercials may not have the effect of securing audience attention by the use of shock value (eg., exploitation of sex or nudity, excessive violence, etc.) or go counter to the normal standards of good taste observed by many Canadians.

b) Programming: There are only limited references to the portrayal of specific groups contained in the Corporation's program policies. Policy No. 3, related to General Questions of Good Taste, indicates at the outset that "Questions of good taste, convention and propriety vary almost immeasurably between generations, between social groups, between sexes and between individuals." Specific clauses state:

- Programs which are likely to be heard or seen by a considerable number of young children deserve special attention to guard against undue vulgarity and to comply with the Corporation's program policy No. 4 covering violence in programming, with special reference to children's programming.

- Purely visual aspects of some sensitive areas, particularly sex matters, call for special exercise of discretion. The permissible degree of nudity, for instance, may vary with circumstances
....Realistic close-ups of love scenes should be considered valid only if motivated by dramatic necessity and not by a desire to be daring. The temptation to linger unduly over such scenes should be avoided.
- ...programs...which show handicapped people should present the facts and the people honestly, with no obvious attempt either to conceal or to underplay on the one hand, nor to shock the audience into sympathy on the other.
- The Broadcast Regulations prohibit among other things "any abusive comment on any race or religion" and the broadcasting of "any obscene, indecent or profane language or pictorial presentation."

Policy No. 4, concerning Violence in Television Programming, states at the outset that "The CBC shares the concern with violence in television expressed by responsible community leaders and social scientists in Canada and elsewhere." Further, "The use of violence must be justified by strict standards of dramatic integrity and by its honest reflection of reality. The use of violence for its own sake, or as a substitute for other dramatic values is not acceptable."

The policy focuses explicitly on children, recognizing the negative implications of portrayals of aggression and hostility in children's programming, and the broadcaster's responsibility to select children's programming carefully, noting that "Special attention should be given to children's programs, including cartoons, many of which offend by depicting scenes of violence with sexual overtones, or by linking violence with physical or racial types.

With regard to adult programming, the policy cautions that "Violence inflicted on a woman or child requires special scrutiny", and states as criteria:

Producers must always satisfy themselves first of all that the illustrations they choose which depict scenes of violence, brutality, or horror are valid and essential to their theme, that the meaning of the program is, indeed, heightened by the inclusion of such sequences. They must then ask themselves if the effect of including those scenes is not, in the case of a large number of normal viewers, going to cause such distress or resentment as to invalidate the program for those people. If the viewer is to be exposed to shock, or indeed to fear, there must be certainty in advance that the reasons are good and proper ones.

c) Employment: An employment policy of equal opportunity was first voiced in 1974 with the announcement of the formation of the Task Force on the Status of Women in the CBC. At that time, then President Laurent Picard stated:

It is the policy of the CBC that women and men have equal opportunity within the Corporation. Thus, the CBC is committed to a single standard of qualification for employment, and thereafter to equal treatment of men and women in the areas of pay, training, advancement, and prerogatives on the job.

Although the Task Force published its report in 1975, and an Office of Equal Opportunity was established in the same year, with a Director reporting to the Vice-President of Human Resources and the mandate to implement the recommendations of the Task Force, an internally binding equal opportunity policy was not adopted by the Corporation until 1978, thereby limiting the effectiveness of the Office and affirmative action program for some time.

In terms of implementation of policy, the Board and Corporate Executive hold sanctioning power on policy approval and on ensuing compliance with it. However, we understand that, due to the size and decentralized nature of the Corporation, and the diversity of sectors to which it directs its activities (eg., French and English language sectors, geographic regions, national and international audiences), policy is intended to be interpreted and administered in accordance with these and other factors by producers responsible for programming, and by the Commercial Acceptance group.

Public Access

At present, the only avenues of access to the CBC by members of the general public appear to be via complaints and suggestions directed to the Executive level of the Corporation, to their Member of Parliament, and to the CRTC.

The Corporation has established an Advisory Council in each of the areas of religion, science and agriculture, in order to provide it with advice on these subjects. Each Council is composed of 10-18 members who are specialists in the subject, and are invited to sit as members for two or three-year terms, meeting semi-annually. Seminars are also held by the CBC, each dealing with a specific 'sector of activity', such as news or music, for example, where invited practitioners in that sector may discuss issues of importance to them.

However, a recent statement by the President indicates interest in developing mechanisms to allow greater public participation.

Touchstone for the CBC, published in June 1977, contains several proposals for increasing participation by the public, which have direct relevance to the concerns of women for improving their status.

- A number of subject matter Advisory Councils would be established, dealing with specific areas of programming. "These councils will meet regularly with the programme officers in charge of the particular areas of interest to discuss their programmes and seek advice, guidance, and feedback."16
- "These Advisory Councils would also develop, with the CBC, occasional conferences and forums in which broader public discussion could take place in the areas of programming."17
- Parliament and the CRTC would be formally requested to establish a Broadcast Complaints Commission "to receive complaints from Canadians who feel they have been aggrieved in individual programmes by the CBC or private broadcasters or cable companies."18
- Closer relationships would be sought with citizens' groups. "This means maintaining contact with major community groups, provincial bodies, and national associations. These contacts can provide invaluable feedback about about our programming."19

Inadequacies of Implementation: Implications for CBC Mandate

The evidence presented in the first part of this brief concerning the present status of women in the CBC shows that the corporation does not adequately recognize women as a target group in the present interpretation of its mandate and the implementation of its policies. The issues presented in The CBC - A Perspective, and specified as discussion areas in the guidelines for CRTC interventions, are directly related to that interpretation and implementation. Three of those issues are especially pertinent to the status of women as portrayed and employed by the Corporation.

Regarding "the CBC's expression of Canada", the evidence presented in our brief suggests that women and women's experience are not considered central to that expression. As stated in the NAC brief to the CBC:

Women comprise half the population of the country ...Insofar as women's needs and concerns are different from men's, they should be given attention as distinctive concerns of half the population, on an equal basis with men's concerns. Insofar as the concerns of the two sexes are the same, women should participate on an equal basis with men in their presentation. We would hold this to be a reasonable requirement for anyone wishing to use the public's air waves, but especially so for the CBC, as the publicly supported broadcasting system....

Canadians come in two sexes, as well as two major language groups and a number of different ethnic and regional groups....We are part of the Canadian community, precisely half of it, and ask only that this fact be kept in mind in CBC operations.²⁰

Similarly, "the public's right to be informed" seems to include very little information about women and their concerns, again reducing women to the periphery of the culture and denying the validity of their experience by rendering them invisible. To the extent that the CBC fails to give adequate coverage to women's issues, it abrogates the right of the public to be fully informed about problems and concerns which have far-ranging implications for the society as a whole. We refer you to the NAC brief for a partial list of activities and issues not accredited as newsworthy by the CBC.²¹

As noted in our section on public access, the CBC has until now established few mechanisms which would render it "an open and responsive public service." We would like at this time to commend the President of the Corporation on his stated intentions to enlarge the avenues of public access to the CBC,²² and

look forward to the implementation of these mechanisms in the near future. We believe that he will recognize the necessity to establish a function of ongoing consultation with organizations and individuals working to improve the status of women in Canada, and has already evidenced this recognition through his positive response to the interventions of status of women groups to the CRTC this September.

We expect that action in this regard will do much to erase the negative impression of the CBC's responsiveness, which has been established within these groups, an impression buttressed by the evidence cited in the NAC brief that a comparison of 1974 with 1978 monitoring reveals little progress in the portrayal of women.²³

We cannot stress too strongly the necessity to counter with positive action the appearance of indifference which the CBC has created in the past, in order to be accorded legitimacy as an organization which is truly "open and responsive" to the public to which it is responsible.

Preamble to Recommendations

Our recommendations are based on the following premises:

1. Recommendations and their implementation must be based on the understanding that the broadcast media do not merely reflect society as it is, but actively influence attitudes, expectations, decision-making, and behaviour, particularly through the cumulative impact of a multitude of messages which are "variations on a theme". The basic assumption underlying advertising, for example, is that, by presenting a portion of reality, i.e. a product or service, in a highly selective and inviting manner, the receiver of the message will be influenced to perceive that product or service as a need, and to buy it. To deny the reality of influence is to deny the very basis for advertising. While advertising is formulated with such influence as a conscious objective, other media "messages" have similar consequences, whether or not they result from conscious intent. "In terms of establishing the norms and mores of contemporary society, the media rank now with the family, education, and peer group influences..."²⁴

2. With specific reference to women, it has been observed that their image in the media has varied with the social and economic climate. For example, when their labour was essential to the economy in both wars, they were depicted in many "male" occupations and situations, while in the 1950s, they were presented by and large as homemakers. It is essential that recommendations counter any tendency which may exist at the present time of economic restraint, to reverse the gains made by women in employment and other areas during the past 10 years, by further limiting the options presented to the public for "appropriate" female behaviour.
3. Recommendations must also be made on the understanding that objective criteria can be set to determine sexist content. The negative portrayal of women is not a "subjective" matter of "taste" but an objective matter of discrimination. The same sense of responsibility which is evidenced in CBC policy statements concerning programming for children, the handicapped, and racial groups is necessary in the formulation of policy concerning the portrayal of women.
4. While we are aware that 20% of the revenue for the CBC comes from advertising, we are also aware that the Corporation is accountable to the public as a Crown Corporation, and that significant segments of the population find sexist advertising to be objectionable and irritating.²⁵ From the perspective of good marketing, it would seem a sensible decision to remove such sources of irritation, all the more so since evidence suggests that non-sexist advertising

is at least as effective, and possibly more effective, than more traditional advertising.²⁶

5. Changes in the portrayal of women will occur only partially through the removal of existing sexist content. Positive change requires the extensive development of new content which is designed to portray women in the full range of their roles and experience, from their own perspective. Such changed content will necessarily increase the numbers of women employed in all branches and levels of the organization, with special emphasis on management, production and on-air positions. Such changed programming would make available a true diversity of choice for the public as audience.
6. At all stages in the creation and implementation of new policies, those people primarily concerned with and knowledgeable about the issue must be consulted and involved - namely, women who have demonstrated active interest in changing that situation. Their observations must not be interpreted merely as the "subjective opinions of a 'special interest minority'", but as statements having the authority of those who have both a personal experience and critical understanding of sexism as manifested in the media. In other words, since discrimination is obvious to its recipients, but may be perceived incompletely or not at all to non-recipients, those with a special sensitivity to the issue must be involved in any action aimed at changing the situation.

7. Recommendations are most useful if oriented to action, rather than inquiry. Although the research already conducted on the topic may not be exhaustive, there is enough information available to answer the basic question "Is there sexism in the CBC?" in the affirmative. Rather than undertaking "further, in-depth studies of the situation" prior to action, the most appropriate research would seem to be on-going monitoring of changes in content and employment patterns in the CBC.
8. We recognize the reality of the CBC as a decentralized organization, and, particularly in times of economic restraint, the necessity of using existing structures as the framework for the implementation of change. However, if policies concerning the portrayal of women are made within the CBC, decentralization cannot be used as an excuse for "allowing managers to manage" by ignoring or distorting such policy, on the grounds that local or regional requirements are "different" from the nationally established guidelines for the portrayal of women.

Recommendations

- 1 a) The CACSW recommends that the CBC develop an objective set of criteria for the measurement of sexism in advertising and programming;
 - b) on the basis of those criteria, to establish guidelines for the portrayal of women in all advertising and programming on the CBC;
 - c) to adopt these guidelines as policy for CBC commercial acceptance and programming; and
 - d) to set deadlines for the implementation of these guidelines, including the phasing out of all sexist advertising and programming, and screening processes for acceptance of all perspective advertising and programming.
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2. The CACSW recommends that the CBC establish an Advisory Committee on Women in Broadcasting, reporting to the Board of Directors, which will function to:
 - a) provide advice and consultative services to the CBC in the formulation of criteria for the measurement of sexism and guidelines for the portrayal of women in advertising and programming;
 - b) provide on-going advice and consultative services to the CBC concerning the portrayal of women and coverage of issues of concern to women, specifically to -

- i. bring possible future developments regarding the status of women to the attention of the CBC's Board and program staff;
 - ii. forecast and assess the impact and potential of broadcasting as it concerns the status of women; and
 - iii. provide advice on programming as it affects the status of women;
- c) The membership of this Advisory Committee is to include -
 - i. representatives from status of women's groups with demonstrated knowledge about women and the media;
 - ii. communications experts with demonstrated knowledge about women and the media;
 - iii. women who are "consumers" of broadcast programming and advertising.
- 3. The CACSW recommends that the CBC develop new, non-sexist programming in all broadcast areas, including day and evening dramatic, documentary and public interest programming, news, sports and children's programming, and that such creative program development be made a priority as a parallel activity to the elimination of sexist programming, in order that the mandate of the CBC to express Canadian identity and meet the informational needs of the population will be more fully realized through an accurate representation of the lives of Canadian women.

4. The CACSW recommends that responsibility for the development of guidelines and programming relative to the status of women, their implementation, monitoring and evaluation, be assigned to a senior Corporate executive, with the expectation that an annual progress report will be prepared for the consideration of the Board of Directors, and for release to the public. We would suggest that the responsibility centre be at least at the level of that assigned to the CBC Office of Equal Opportunity, with the Executive Vice-President or Vice-President of Planning being suggested as appropriate candidates.
5. The CACSW commends the CBC in its endeavours to become more "open and responsive" to the public through the use of such mechanisms as public forums and seminars, and especially the request by the President that "both operating divisions in the CBC make a special effort to maintain contact with the many citizens' groups and national and regional organizations who can offer essential feedback on the CBC's programming."²⁷ We recommend that the CBC make every effort to encourage dialogue with women and women's organizations through these mechanisms, in order that suggestions for improvement can be incorporated into program planning and development.
6. The CACSW recommends that the CBC regard as a priority the placement of women in management and production positions, in order to ensure their participation in

decision making concerning planning, design and delivery of services to the public.

7. The CACSW recommends that the Secretary of State and Cabinet take steps to ensure the appointment of qualified women to the Board of Directors of the CBC, such that the composition of the Board reflects the proportion of the Canadian population which is female.
8. The CACSW supports the CBC in its recommendations "that the Government consider the creation of a Broadcast Complaints Commission, to be appointed by the CRTC but to act independently of it",²⁸ the function of such a Commission to be: "to investigate complaints from Canadians who have a grievance against specific programs on radio or television produced either by the private or public sector, or by cable companies."²⁹

The CACSW would, in closing, like to thank the CRTC for providing us with this opportunity to present our views on the status of women and the CBC. We expect the Commission to give our comments serious consideration in their deliberations regarding the renewal of CBC network licensing.

We would also like to extend the offer of the services and resources of our Council to the CBC, should it require them in planning or implementing any or all of our recommendations. We regard the proposal by the President to meet in a two-day seminar with status of women's groups, to discuss with them the issues which they have raised, as a positive step

towards making women a visible and integrated portion of the social reality which constitutes Canadian society. Women and their experience form one-half of the Canadian identity - they have a right to claim their identity publicly, to know and have others acknowledge it, and to participate in the creation of those images which portray it.

Footnotes

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5. National Advertising Review Board, Advertising and Women: A Report on Advertising Portraying or Directed to Women, New York, 1975.
6. Women for Political Action and the Ontario Committee on the Status of Women, Brief to the CRTC Concerning the CBC and its Policies and Attitudes with Regard to Women, February 1974.
7. National Action Committee on the Status of Women, The Portrayal of Women in CBC Television, September 1978.
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9. Courtney & Whipple, op. cit., p. 13.
10. Ibid., pp. 17-19.
11. Images of Women in the Media, a statement by the participants at the INTERCHANGE '75 seminar "Women in Media", Ottawa, June 17-19, 1975. Available from the Women's Programme, Department of the Secretary of State.
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14. CBC, Women in the CBC, a summary of the Report of the Task Force on the Status of Women in the Canadian Broadcasting Corporation, May 1975.
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16. A. W. Johnson, Touchstone for the CBC, June 1977, p. 64.
17. Ibid.
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19. Ibid., p. 67.
20. NAC, op. cit., pp. 2-3.
21. Ibid., pp. 4-6.
22. A. W. Johnson, op. cit., pp. 64-67.
23. NAC, op. cit., p. 13.
24. McPhail & Barnett, op. cit., p. 4.
25. Courtney & Whipple, op. cit., pp. 16-20.
26. Ibid., p. 35.
27. Canadian Broadcasting Corporation, The CBC - A Perspective, a submission to the Canadian Radio-Television and Telecommunications Commission in Support of Applications for Renewal of Network Licences, May 1978, p. 469.
28. Ibid., p. 468.
29. Ibid.

